

REMARKS

The above amendment with the following remarks is submitted to be fully responsive to the Office Action of June 7, 2005. Reconsideration of this application in light of the amendment and the allowance of this application are respectfully requested.

Claims 1 and 3-17 were pending in the present application prior to the above amendment, claims 6 and 8-13 have been withdrawn. In response to the Office Action, claims 1, 3, 15, 16, and 17 have been amended as set forth above.

Initially, the Applicants acknowledge with appreciation, the Examiner's cooperation in granting a personal interview with the assignee's representative Mr. Doug Schmidt, and the undersigned legal representative on November 2, 2005. During the interview, the important features of the present invention, and the deficiencies of the prior art of record were discussed. It is believed that the interview was mutually beneficial, the Applicants gaining better understanding of the Examiner's concerns, and the Examiner gaining better understanding of the claimed invention.

Referring now to the Office Action, the Applicants acknowledge with appreciation, the Examiner's acceptance of the previously amended claims as satisfying the statutory subject matter requirements, and withdrawing the 35 U.S.C. 101 rejection.

Referring again to the Office Action, claims 1, 3-5, 7, and 14-17 were rejected under 35 U.S.C. 103(a) as being unpatentable over Multilingual Web Sites (a collection of articles cited in Paper #6, PTO-892, Items: U-X, herein after referred to as "MWS"), in view of U.S. Patent No. 5,740,425 to Povilus. However, as discussed during the personal interview, the Applicants respectfully contend that the prior art references do not teach or otherwise suggest the present invention.

The present invention is directed to a method and apparatus for implementing a multi-lingual catalog system, where product data is distributed in multiple languages so that customers of the product data, such as merchants, can generate a catalog. As discussed in detail during the interview, the present invention receives a customer profile that indicates plurality of products for which product data is to be transmitted to the customer, and also receives a set of language selections from the customer that indicates languages in which the product data is to be transmitted. Importantly, the product data

associated with the indicated products are distributed to the customers in accordance with the customer profile and the plurality of languages indicated in the set of language selections.

As discussed, the MWS articles describe an electronic catalog implemented by AMP that supports various languages, and discloses that each of the terms are identified with a number such that when you choose a language, the information is provided in the chosen language. Correspondingly, when a customer enters the AMP website, the customer is requested to select the desired language from a menu, which upon selection, the catalog product information is provided in the language selected.

As explained during the interview, an important difference between the website discussed in the MWS articles and the method and apparatus of the present invention is that the present invention receives a customer portfolio that indicates products for which the customer desires product data. Moreover, in accordance with the present invention, a plurality of language selections are also received from the customer, and associated with the customer portfolio. The method and system of the present invention then provides the customer with product data in the plurality of languages selected by the customer.

In contrast, the AMP website discussed in the MWS articles only allows provision of product data and information in a single selected language. In other words, in the AMP catalog, the product data is distributed in a single language that has been selected by the customer. This is because the website discussed in the MWS article is an end user website that is tailored for the end user or consumers of the products sold through the website. There is no need or desire for the users to obtain, or view, product data in a plurality of languages other than the user's preferred language which has been selected.


Providing product information in multiple languages is important when merchants or other customers are seeking to create a catalog to conduct business with customers that speak differing languages. In accordance with the present invention, set of language selections received from the customers are used to distribute the stored product data to the customer in the plurality of languages indicated. Thus, this allows the customers to generate catalogs in multiple languages, or catalogs that allow user selectability of different languages, such as the AMP website described in the MWS articles.

Clearly, the MWS articles fail to disclose, teach, or otherwise suggest receiving a plurality of language selections from a customer, or providing product data information in the plurality of selected languages. The cited secondary Povilus reference fails to cure these deficiencies of the MWS articles. Therefore, in view of the above, the withdrawal of this rejection with respect to claims 1, 3-5, 7, and 14-17 are respectfully requested.

However, to further expedite the prosecution of the present application in view of the interview discussions with the Examiner, independent claims 1, and 15-17 have been amended to more clearly define the present invention. In particular, these claims have been amended to set forth as a separate limitation, receiving language availability information indicative of a plurality of languages in which the product data associated with the plurality of products are available. These claims have been further amended to eliminate references to a plurality of customers to enhance clarity and readability of the pending claims. Dependent claim 3 has also been amended to better correspond to the amended claim 1. Therefore, in view of the above and discussions of the interview, the Applicants respectfully request reconsideration and withdrawal of the rejection of claims 1, 3-5, 7, and 14-17, and the allowance of these claims.

In view of the foregoing, it is submitted that the present application is in condition for allowance and a notice to that effect is respectfully requested. However, if the Examiner deems that any issue remains after considering this response, he is invited to call the undersigned to expedite the prosecution and work out any such issue by telephone.

Respectfully submitted,


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